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addition to tailored programs, CTI offers short- and long-term employee training programs dealing with the latest issues of concern to business and industry, such as microcomputer management techniques and technological advancements.

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"ACCESSIBLE FROM ALL DIRECTIONS"

The ampersand

Central Campus Newsletter • Summer 1993

McCoy Center has new name

The McCoy Center for Business & Industry Services is now "The McCoy Center for Economic and Professional Development."

The center, located at 8503 Daerwyler Drive, opened in January 1991. Since its inception, the 14,000-square-foot training center has served over 11,000 students in continuing education programs.

According to Managing Director Steve Kinder, the name "Business & Industry Services" was confusing to business constituents. "Our thrust in providing educational programs to stimulate economic growth kindled our thinking toward a new name," he said.

"Product and task association is not a new concept. My great-great-grandmother was a Blackfoot Indian named 'Rakestraw.' Her tribal role in life was to rake straw, which is a good example of this philosophy."

At McCoy, he continued, "We are a progressive element of the college engaged in stimulating economic growth. Our objective is to assist the community in providing a better quality of life, diversified employment sources, and new job opportunities. We accomplish this objective through our economic and professional development courses."

The Center for Economic & Professional Development consists of the Computer Training Institute, Office Systems Technology, International Business Development, Health and Human Services and the Institute for Business and Industry. For more on those programs, see pages 2 and 3.

Central Campus aiming to strengthen work force

Valencia's Central Campus continues to provide education that strengthens Central Florida's work force through traditional college credit courses and a variety of continuing professional education programs.

The Osceola Campus near Kissimmee and the Winter Park Center provide convenient locations as well as all student support services. "Central Campus has developed a very demand-oriented approach to help meet the needs of our educational consumers, our students," said Dr. Sandra Sarantos, Vice President of Educational and Economic Development Services. "Through Central Campus, Valencia is truly building tomorrow's communities today."

In fiscal 1992-93, Central Campus's accomplishments include:

- Continuing Professional Education programs offered 2,325 classes serving 12,199 students.
- Center for Professional Development hosted 26 conferences, attended by 3,652 persons.
- Corporate Services completed 85 contracts, serving 3,418 students.
- Valencia Television (VTV) served 4,729 students.
- Thirty CEOs from the Netherlands visited Valencia to learn how to serve the needs of business and industry.
- Osceola Campus plans were finalized and funding received.
- Strategic plans are being developed to support the college's long-term relationship with the top 20 corporations.
- The federal government awarded a

\$1 million grant through Martin Marietta to assess, retrain, and place employees who have been laid off.

- The McCoy Center provided two-way teleconference instruction to military personnel, completing a Department of Defense grant with Florida Community College at Jacksonville.
- Valencia assisted in developing a "chamber university" concept with Les Haskew at the Osceola Chamber of Commerce.
- International development programs offered through Central Campus established new communications connections in Brazil for student and staff exchanges.

Valencia to assist with jobs grant

Martin Marietta was awarded a \$1 million grant from the federal government to provide retraining and out-placement services to its displaced employees. Valencia has been selected to be the primary subcontractor in providing those services, under the direction of Vera Poitier, director of extension centers.

"Valencia will assess, offer retraining, and assist with job placement for over 1,200 displaced employees," she said. "This grant should significantly help these workers begin new, exciting careers."

Kinder recalls early days at new McCoy Center

Late in 1990, I began my visits to the McCoy Center.

The north part of the facility had been refurbished about a year earlier, then occupied by Barbara Chaffin and the Health and Human Services staff. However, the south end of the facility was in such bad repair that I've often said that rats wouldn't live inside. (I understand that the center was originally used to house the Automotive Service Technician A.S. degree program. When that program fulfilled its purpose, the facility then became, for lack of better words, a storage center.)

Under the direction of Valencia's facilities department and the watchful eye of Richard Bennett, facilities architect, the center began to take shape, beaming with a bold new look and a new personality. While



Steve Kinder

the refurbishment project was underway, a great deal of thought and preparation went into furnishing the facility, our first priority being our students.

Unlike furnishing a home, we were looking for everything from stick pins to computers. Many hours were spent by the purchasing department to obtain the right equipment and furnishings at the best possible price. It took approximately eight months to make the decisions, process the purchase

requisitions, accept bids, order items, take deliveries, assemble the furniture, negotiate returns, etc.

The cost to furnish the center was over \$50,000, plus two 32-ounce bottles of Maalox.

On December 7, Lisa Toles, who was then my secretary, and I took up occupancy

at the McCoy Center, a long way from downtown, Barnie's coffee shop, Dan's subs, Orange News and all that downtown ambience, but at least we didn't have to pay for parking.

I'll never forget our first class at McCoy. It was a horticulture class which was to begin on a Tuesday evening at 6 p.m. We needed 12 students for the class to run, but by 6:15 only seven students had arrived. "What a way to start a center - a cancellation," I thought. At 6:30 a carpool arrived with 5 students who had driven over from Melbourne. That made 12 students, and we were on our way. The rest is history. We've re-painted some of the walls, repaired air conditioners, completed relocating the remainder of the downtown Economic & Professional Development staff, held an open house for local residents and businesses, and generally gotten off to a good start. Our future is so bright, I may have to wear shades all the time.

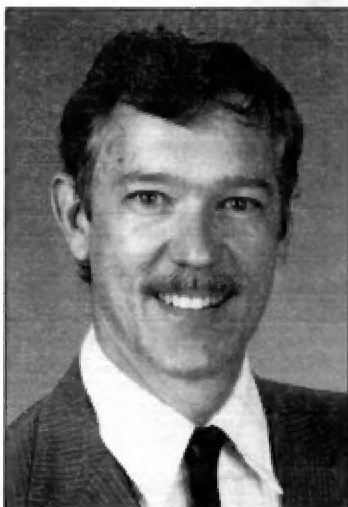
IBI serves local businesses, industries with training

The Institute for Business and Industry, located at the McCoy Center for Economic and Professional Development, is one of the continuing professional education institutes that serves businesses within Orange and Osceola counties.

"The economic recession has caused business training to become more important to the economic development of this area," said Steve Kinder, managing director. "The shifting patterns of employment in Central Florida underline the necessity for ample quality training opportunities."

According to the Florida Monthly Economic Report, February 1993 issue, economic taxable sales activity in Orlando between December 1991 to December 1992 rose by 10.4 percent. Simultaneous growth in economic sales and unemployment creates a demand for business and industry training.

The Institute for Business and Industry meets the need of the diverse population in Orange and Osceola counties with courses varying from "How to Start Your Own



Jeff Atwood

Business" to "International Business Environment," and even assorted landscaping and pesticide programs. The institute works closely with the Associate of Science degree programs. Specialized courses are recommended through various advisory committees.

Steve Kinder is managing director for Economic and Professional Development at Valencia, with offices located in the McCoy Center. Prior to joining Valencia, Kinder was a management consultant for Drake Beam Morin as well as James F. Clarke Associates, where he performed corporate out-placement training for management executives.

From 1973 to 1986, he was director of personnel for Sea World of Florida, where he was responsible for the total personnel of all Florida operations. He is a veteran of the U.S. Air Force and served one tour of duty in Vietnam.

While employed fulltime and attending evening classes, he received his bachelor of science degree in business management from

the University of Central Florida. He is a member of the American Society for Personnel Administration and is past president of the Central Florida Personnel Association, which named him personnel executive of the year in 1979. He is past president of the Florida Center Kiwanis Club and has served on various community service advisory boards in Orange County.

Jeff Atwood is program manager for the Institute for Business and Industry. He came to Valencia in November 1992 from Hospice of Lake & Sumter, Inc., where he was director of human resources. A former adjunct instructor for Valencia, he is certified by the Institute of Certified Professional Managers. He has worked for Orange County Public Schools in the Post-Secondary Vocational, Adult, and Technical Education division as the program consultant for industry services. Prior to that he was director of continuing education for a community college in Wisconsin.

Author of several articles on adult education, Atwood holds an educational specialist degree from the University of Wisconsin/Stout. His master's degree is in management.

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Health care professionals can benefit from CPE courses

Continuing professional education courses augment degreed, licensed and certified persons in health-related fields by helping them stay challenged, knowledgeable and on the cutting edge of changes in their area of specialty.

Laura Riddle, program director for Continuing Professional Education for Health and Counseling, holds a master's degree in counseling education, is a licensed marriage and family therapist and also a certified addiction prevention and treatment professional.

In this capacity, she supervises three program managers who are responsible for implementing courses, contracts, and conferences in health related areas. The program managers, Michele McArdle, Gail Garvin, and Kate Cunningham, are committed to providing quality training to students by sharing the latest information and techniques in their professions.

The programs were initially designed for the addictions professional to address areas of interest for mental health counselors, marriage and family therapists and social workers. Individuals who are interested in addictions certification in



Laura Riddle

criminal justice, prevention or treatment can be simultaneously enrolled at Valencia in a degree program and in the continuing education area.

Graduates of Valencia's acclaimed dental hygiene program can also maintain their certifications here. Local dentists and dental assistants can also take advantage of the programs offered for professional training and development.

Nursing and Allied Health offers a myriad of classes, seminars and conferences designed to meet the professional training needs of health care providers such as medical laboratory personnel, radiographers, nurses, physical therapists, and others. All offerings are approved for continuing education credit through the appropriate professional regulatory boards.

Since 1988, HIV/AIDS education classes have been offered to health care professionals. These classes enable healthcare professionals to fulfill pertinent education requirements mandated by the Florida Legislature. HIV/AIDS classes and training have also been provided for students, faculty and staff of the college since that time.

OSTI teaches modern office techniques

The Office Systems Technology Institute (OSTI) teaches non-credit secretarial, office skills, and management courses as well as selected credit courses, working closely with the business department chairs and OST faculty on East and West campuses.

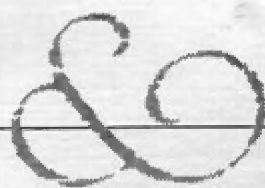
Program manager for OSTI the past four years is Susan Olin, who has been at Valencia for nearly seven years. She has a B.A. degree in business/vocational education.

The two office skills centers, one at SunBank Center downtown for SunBank employees and one at the McCoy Center, are open to the public. Over 100 self-paced courses are offered at each of these centers

on such topics as computer/word processing skills, accounting, math, communications, keyboarding, shorthand, management, and professional development.

OSTI also offers Distance Education/Independent Study via correspondence programs, with over 130 CPE courses offered which can be completed at home or work and do not require attendance in the lab.

In addition, OSTI offers open enrollment CPE courses dealing with office skills and professional development topics, as well as conducting on-site training for business and industry through Corporate Services contracts.



International Programs Developing Connections



Valencia students relax in San Jose with Richard Sansone (right).

Valencia's Office of International Programs and the Florida/Costa Rica Institute have developed two new language/cultural immersion programs designed especially for Valencia students.

A four-week program in Costa Rica (May 15-June 12) draws upon the resources of the FLORICA office in San Jose in providing homestays, volunteer opportunities, and cultural excursions for the participants.

The more exotic-minded may wish to venture on Valencia's three-week program in Brazil (July 29-Aug. 20). "This homestay/language study program will take place in Ouro Preto - a U.N. international heritage city and site of Brazil's gold rush -and it ends in the marvelous city of Rio de Janeiro," said Richard Sansone, director.

The international office also is collaborating with Valencia's Conference Development Center in the preparation of short-term, American culture/English language training programs for young visitors from overseas. The first of such programs will host a group of Brazilians from the American School in Rio July 5-23.

Williamson, Mulholland cited at NISOD

Laurel V. Williamson and Kevin Mulholland, professors at Osceola Campus, recently attended the 1993 NISOD Conference in Austin, Texas, to make a presentation titled "Adjuncts Disjunct? Your School's Defunct!" The session included strategies for avoiding the disarticulation of part-time faculty from the institution for which they work.

Williamson and Mulholland also received NISOD Educational Excellence medals at the conference and were designated Master Teachers.

Williamson is manager of instructional programs at the campus and works with 11 full-time faculty and over 80 part-time faculty. Mulholland is a humanities professor who takes an academic leadership role with humanities, history, and political science part-time faculty. Together they have developed a campus-specific faculty and staff handbook that provides both part-



Kevin Mulholland

time and full-time employees at Osceola information about the campus facilities and services.

In an effort to create an "academic voice," Dr. Paul A. Kinser, dean of Osceola Campus, Williamson, and five faculty/staff academic leaders use the handbook, in part, to provide structure and organization that promotes continuity and consistency in philosophy and

instructional procedures and provides support for part-time faculty in the process of creating academic policies within the classroom environment.

Also provided for the presentation at NISOD was an instructional humanities handbook created by Mulholland. The handbook includes information about all humanities courses taught at Osceola, as

well as library holdings, cultural events calendars for both Orange and Osceola counties, Valencia common course outlines, and Gordon Rule and research paper guidelines. Williamson plans handbooks for all academic areas at Osceola.

The final part of the presentation outlined Osceola's pro-active philosophy for including part-time faculty in all areas of campus life: textbook selection, curriculum development, departmental meetings, conference and workshop attendance, student activities, club sponsorship, and college-wide activities. In their address, Williamson and Mulholland said they believe that individual participation in the process of education combined with a structure that promotes a single academic voice equals a successful instructional program.



Laurel Williamson